

3 a storage device having stored therein a plurality of executable instructions that
4 implements an information server for receiving [a] a uniform resource locator (URL)
5 [including] consisting of a server name immediately followed by an identifier interpreted as a
6 real estate identifier identifying [an information page associated with] a real estate, and in
7 response, determining if [the identified real estate] an information page associated with the
8 identified real estate exists, constructing and issuing one or more queries including the real
9 estate identifier to retrieve information corresponding to the identified real estate and
10 dynamically generating instructions to create the [identified real estate] associated
11 information page for the identified real estate for provisioning to a client if the [identified real
12 estate] associated information page is determined to [be] not exist for the identified real
13 estate; and
14 a processor coupled to the storage device to execute the stored instructions.

1 2. (Thrice Amended) The apparatus of claim 1, wherein if the [identified real estate]
2 associated information page for the identified real estate is determined[s] to exist, the
3 information server provisions the [identified real estate] associated information page for the
4 identified real estate to the client.

1 3. Previously Cancelled.

1 4. (Remain unchanged, Once Amended-Before) The apparatus of claim 1, wherein the real
2 estate identifier is a multiple listing service (MLS) identifier.

1 5. Previously Cancelled.

1 6. Previously Cancelled.

(¹ 2) 1. (Thrice Amended) The apparatus of claim 1, wherein [the] the real estate identifier has a
2 marketing code appended thereto, identifying a marketing source.

1 8. Previously Cancelled

1 9. (Unchanged, Once Amended Before) The apparatus of claim 7, wherein the information
2 server further includes a statistics function to compile and maintain statistics using the
3 marketing code appended to the real estate identifier of the received URL.

1 10. (Unchanged, Once Amended Before) The apparatus of claim 9, wherein the information
2 server further includes a report function, which periodically compiles and generates a
3 marketing report based, at least in part, on the compiled marketing statistics.

1 11. (Unchanged, Once Amended Before) The apparatus of claim 9, wherein the information
2 server further includes a report function, which compiles and generates, on demand, a
3 marketing report based, at least in part, on the compiled marketing statistics.

(¹ 3) 1 12. (Thrice Amended) A method for provisioning real estate information pages, the method
2 comprising:

3 receiving from a client a uniform resource locator (URL) [including] consisting of a
4 server name immediately followed by an identifier interpreted as a real estate identifier
5 identifying [an information page associated with] a real estate;

6 determining whether an information page associated with the identified real estate
7 [information page] exists; and
8 constructing and issuing one or more queries including the real estate identifier to
9 retrieve information corresponding to the identified real estate, and dynamically generating
10 instructions to create the [real estate] associated information page if the [real estate]
11 associated information page for the identified real estate is determined to [be] not exist.

13. Previously Cancelled.

14. (Unchanged, Once Amended Before) The method of claim 12, wherein the real estate
identifier is a multiple listing service (MLS) identifier.

15. (Twice Amended) The method of claim 12, further comprising provisioning the
[identified real estate] associated information page for the identified real estate to the client if
the [identified real estate] associated information page for the identified real estate is
determined to exist.

16. Previously Cancelled.

17. Previously Cancelled.

18. (Unchanged, Twice Amended Before) The method of claim 12, wherein the real estate
identifier has a marketing code appended thereto, identifying a marketing source.

19. (Twice Amended) The method of claim 18, further comprising:
compiling and maintaining a history of received marketing codes; and

3 calculating [statistical] statistics for the received marketing codes.

1 20. (Twice Amended) The method of claim 19, further comprising periodically compiling
2 and generating a statistical report depicting marketing effectiveness, based at least in part, on
3 the calculated [statistical] statistics of the received marketing codes.

1 21. (Thrice Amended) An article of manufacture comprising:
2 a recordable medium having recorded thereon a plurality of machine executable
3 instructions implementing an information server having a plurality of functions for
4 provisioning real estate information pages, the functions including a function to receive a
5 uniform resource locator [having] consisting of a server name immediately followed by an
6 identifier interpreted as a real estate identifier identifying [an information page associated
7 with] a real estate, determining if [the real estate] an associated information page of the
8 identified real estate exists, constructing and issuing queries to retrieve information
9 associated with the identified real estate and to dynamically generate instructions to create the
10 [identified real estate] associated information page for the identified real estate for
11 provisioning to a client if the [real estate] associated information page for the identified real
12 estate is determined to [be] not exist.

1 22. (Thrice Amended) The article of claim 21, wherein the function provisions the [real
2 estate] associated information page for the identified real estate to the client if the [real
3 estate] associated information page for the identified real estate is determined to exist.

1 23. Previously Cancelled.

1 24. (Unchanged, Twice Amended Before) The article of claim 21, wherein the real estate
2 identifier has a market code appended thereto identifying a marketing source.

1 25. (Unchanged, Once Amended) The article of claim 21, wherein the information server
2 includes a function to identify, compile and maintain a statistical history of marketing codes
3 received in information page requests.

1 26. (Unchanged, Once Amended) The article of claim 25, wherein the information server
2 includes a report generation function which generates a report including the compiled
3 statistical history.